UNWTO Commission for the Americas
Fifty-eighth meeting
Port-au-Prince, Haiti, 21 May 2015
Provisional agenda item 6

Update on the Affiliate Members activities

I. Overview

The Affiliate Members’ action plan is being carried out as stipulated, with a growing number of Affiliate Members supporting different initiatives. These include the use of various tools, including prototypes, reports, joint projects with other programmes and technical seminars. These various initiatives uphold public-private collaboration by way of grouping together different members according areas of interest, encouraging interaction and networking, as well as knowledge exchange and innovation.

II. Affiliate Member Programme Actions

1. Since the 57th meeting of the UNWTO Commission for the Americas in Cartagena de Indias, Colombia, that took place in June 2014, a series of actions based on the work areas detailed in the previous report have been carried out. These actions are the following:

(a) UNWTO-COTELCO seminar on “Tourism and Peace”.

(i) In collaboration with Colombian Affiliate Members COTELCO and ANATO, and with the support of FEDEC (Colombian Federation of Ecoparks, Ecotourism and Adventure Tourism) and the Ministry of Trade, Industry and Tourism of Colombia, the 12th UNWTO International Seminar was held on 27 June, in Bogotá, with this latest edition focusing on the concept of “Tourism and Peace”.

(ii) The event was designed to contribute to the debate and offer alternatives for the development of destinations that have tourism potential in the post-conflict stage.

(iii) Entrepreneurs from the various areas of tourism gathered together to discuss the sector’s role in building peace and to identify possible contributions of agencies, hotels, guides, operators and all tourist service providers towards the consolidation of the process, employment generation and social integration.
(iv) The International Handbook on Tourism and Peace of the UNWTO, in collaboration with the Government of Austria and the University of Klagenfurt, served as a starting point for the event.

(b) Presentation of the Punta del Este 365 Prototype

(i) Held during World Travel Market in London, UK, on 5 November, 2014, the event highlighted progress on the “365” prototype, an initiative that will be carried out over the span of a year with the participation of the Affiliate Members to generate innovative products and services to mitigate this phenomenon in Punta del Este and to be applied elsewhere.

(ii) The Presentation falls within the work area of seasonality, a major problem for most destinations in the world, which suffer significant fluctuations in the volume of visitors throughout the year. Destination managers, promoters, tourism businesses and others affected by this issue need to find innovative and creative ways to overcome these fluctuations, in order to reinforce the sustainable development of their destinations and to enable the tourism industry to operate in a more predictable and economically successful manner.

(c) Presentation of the Global Report on Adventure Tourism

(i) Presented at the ATTA Global Summit in Killarney, Ireland on 7 October, the UNWTO Global Report on Adventure Tourism, published jointly with the Adventure Travel Trade Association (ATTA), is a the first of its kind by UNWTO on the topic of adventure tourism. The report provides insight into the close relationship between adventure tourism and responsible tourism.

(ii) At its core, the Report asserts that adventure tourism relies on a destination’s combination of top-level natural and cultural assets that attract adventure tourists. While adventure tourism may require less capital investment for infrastructure, investment in elements that complement the natural, cultural, and adventure assets are necessary for adventure tourism to flourish. These elements require extensive stakeholder consultation and responsible policy development. The requirements for well-managed natural assets, as well as healthy, educated, and receptive rural populations remain complex and important considerations for the creation of a thriving adventure tourism market. Ultimately, while governments can work to ensure that attitudes, policies, and practices are in place to create fertile ground for adventure tourism, the success of the sector relies on the creation of innovative, compelling products by the private sector too.

(iii) 7 Affiliate Members contributed to the Report in the form of case studies: Cape Town Tourism, Tourism Kwazulu-Natal, MAPFRE, Thomas Cooper, WYSE Travel Confederation, Mexico Travel Channel and the Adventure Travel Trade Association (ATTA).

(d) Presentation of the Global Report on City Tourism for Global Benchmarking

(i) Presented at the 3rd Global Summit on City Tourism on 10 December 2014, this Report is a practical application that originates from the “CITIES” project and the Istanbul Declaration. Based on the conclusions from this first City Tourism Summit,
the UNWTO Affiliate Members Programme revised its strategic objectives to implement a specific plan to contribute to urban tourism’s progressive analysis.

(ii) The research presented looks into a selection of nine cities that cover a wide spectrum, from larger- to smaller-scale cities with a significant amount of tourism.

(iii) The Report analysed each of these nine cities, providing a revision of the publicly available indicators for each destination and a critical analysis of the potential room for improvement to foster reflection. This exercise is also useful for the cities to benchmark each other on the current state of their measurement structures.

(iv) The scorecard presented in the Report, though not an exhaustive list, represents a scalable tool, which along with contextual information provided, seeks to help DMOs benchmark themselves against other cities using the same indicators.

(v) 18 Affiliate Members contributed to the Report with case studies.

(e) 1st UNWTO Conference on Shopping Tourism

(i) The 1st UNWTO Conference on Shopping Tourism, organized together with FITUR Shopping, affirms, yet again, how public-private partnerships and the collaboration between the various stakeholders can advance our knowledge of the sector and define more effective strategies.

(ii) The Conference, held during the framework of Fitur, highlighted the importance of shopping as one of the major categories of tourists’ expenditure, representing a significant source of income for local communities. It placed emphasis on its role in raising domestic income and creating new jobs, consequently improving a country’s balance of payments, and the linkages to other parts of the global economy.

(iii) The event provided a platform for participants from all over the world, from the public and private sector, to analyse trends in shopping tourism and exchange innovative and creative experiences.

(iv) As a result of this well received conference, the UNWTO Affiliate Members Programme has received petitions to launch a Shopping Tourism Network.

(f) Upcoming Events:

(i) The 1st UNWTO World Forum on Food Tourism will take place in San Sebastian, Spain, from 27 to 28 April.

(ii) The 3rd UNWTO Conference on Overcoming Seasonality will take place in Torremolinos, Spain, from 3-4 June 2015.

(g) The following additional reports are underway:

(i) UNWTO Global Report on Cultural Routes and Itineraries

(ii) UNWTO Regional Report on Tourism Products: Building Development in Africa

(iii) UNWTO Global Report on Transformative Tourism
In July 2014 the nomination period opened for the eleventh edition of the UNWTO Awards for Excellence and Innovation in Tourism, aimed at recognizing tourism initiatives that contribute to the advancement of tourism through knowledge and innovation.

The deadline for the submission of candidate initiatives expired on 31 October 2014 and the awards ceremony took place on 28 January 2015, at the FITUR International Tourism Fair for the second consecutive time.

These awards, which since their institution in 2003 have distinguished more than 70 tourism initiatives in both the public and private sectors of tourism, cover four categories of tourism initiatives:

a. Innovation in Public Policy and Governance;

b. Innovation in Enterprises;

c. Innovation in Non-Governmental Organization; and

d. Innovation in Research and Technology

Awards are also given to individuals in two categories, Excellence in the Creation and Dissemination of Knowledge in Tourism and Lifetime Achievement.

The 11th UNWTO awardees were given the opportunity to present their innovative projects and achievements at the UNWTO Awards Symposium one day prior to the ceremony. The Symposium also included a panel discussion with the current and previous UNWTO Awards Laureates as well as other prominent experts.

The awardees of the 11th UNWTO Awards are the following:

- **UNWTO Ulysses Award for Innovation in Public Policy and Governance**

  Awardee of the category: Domestic Tourism Promotion Initiative “Y tú, qué planes?”, Commission for the Promotion of Exports and Tourism - PromPeru (Peru)

  First Runner-up: The Use of Open Innovation in Co-Creating Vienna’s Tourism Strategy 2020, Vienna Tourist Board (Austria)

  Second Runner-up: Fragrances and Tastes of Lošinj, Mali Lošinj Tourist Board (Croatia)
- UNWTO Ulysses Award for Innovation in Enterprises

Awardee of the category: Isoitok Camp Manyara, The African Footprint Co ltd (Tanzania)

First Runner-up: Routes the Coffee Cultural Landscape, Chamber of Commerce in Armenia, Quindío (Colombia)

Second Runner-up: Inspira Santa Marta Hotel, Hotel Santa Marta S.A. (Portugal)

- UNWTO Ulysses Award for Innovation in Non-Governmental Organizations

Awardee of the category: Visit Amsterdam, See Holland, Amsterdam Marketing (The Netherlands)

First Runner-ups

- Conserving Wildlife and Empowering Communities in Namibia, World Wildlife Fund for Nature (Namibia)
- Taste of Fethiye, The Travel Foundation (Turkey)

Second Runner-up: Promotion of Local Culture in the Sundarbans Impact Zone in Bangladesh through Cultural Ecotourism and Entrepreneurship, Relief International – UK (Bangladesh)

- UNWTO Ulysses Award for Innovation in Research and Technology

Awardee of the category: Visit Europe iPad App, European Travel Commission, Visit Europe iPad App, European Travel Commission

First Runner-up: Key Figures : Amsterdam as a Convention Destination, Amsterdam Marketing (The Netherlands)

Second Runner-ups

- Building a Community of Conscious Globetrotter Making a Positive Impact through Ethical and Responsible Tourism, Freedom – Explore Experience Empower (Australia)
- China Tourism Economy Monitoring and Early Warning System, China Tourism Academy (China)

2. The advances in the area of Prototypes of the Affiliate Members Programme have been the following:

(a) Precious Time: The methodology document with the roadmap for replication in other locations has been drafted and sent to those destinations that have expressed interest in carrying out an initiative of this nature.

(b) 365: The launch document was drafted based on the conclusions from the 1st Conference on Innovative Approaches to Overcome Seasonality held in May 2014 in Punta del Este, Uruguay. It was submitted to Affiliate Member, Destino Punta del Este in July 2014 for the development of Phase 2 of the prototype. The invitation to all Affiliate
Members worldwide has also been sent, and its creative development is currently underway.

(c) Wine Tourism Prototype: In initial phase of development.

3. The advances in the area of the Networks of the Affiliate Members Programme have been the following:

(a) Gastronomy Network: The Gastronomy Network will follow the model of the Knowledge Network as a forum within the Affiliate Members Programme where participants will interact, share and access relevant information. Here, experts, destinations, academics and a wide variety of private sector stakeholders can work together in shaping the future of the food tourism sector. Participants will benefit from an unparalleled platform to create, disseminate and implement resources in playing a prominent role in harnessing the enormous potential of gastronomy to mobilize a variety of sectors and resources.

(b) Shopping Tourism Network: The Shopping Tourism Network will follow the model of the Knowledge Network and the Gastronomy Network as a forum within the Affiliate Members Programme in which participants will be able to interact, share and access relevant information. In addition, they will benefit from a platform to generate, disseminate and apply specific knowledge tapping in on the huge potential of Shopping Tourism to boost and position urban and general tourist destinations.

4. The International internship initiative of the Affiliate Members Programme is progressing as follows:

(a) The pilot project to define a protocol for integrating educational and research institutions on the one hand, with public and private sector organizations on the other, through an international initiative of internships for students is at an advanced stage and has been joined by various Affiliate Members such as IATA, Amadeus, SKAL International, Value Retail and Innova Taxfree.

III. The election of members to the Board of the Affiliate Members

The election of the 10 Regional Vice-Chairmen and 10 Vice-Chairmen to the Board, referred to in Article 8(2) of the Rules of Procedure of the Committee of the Affiliate Members, shall be conducted by mail and in person. The announcement of the ballot count will take place at the Plenary Session of the Affiliate Members at the XXI GA in Medellin, Colombia on 15 September 2015.